



Riverside

city of arts & innovation



Welcome

to Riverside, California

City of Arts & Innovation



As you read through this brochure and travel around Riverside, I hope you get a sense of the exciting, diverse and thriving urban city that I, and

more than 300,000 others, call home.

Riverside is an historic city with a rich citrus heritage. You will still see the parent orange trees that Eliza Tibbets planted over a century ago, and from which come about 95 percent of California's navel orange trees.

Riverside is a city of higher education. It is home to the University of California, Riverside, California Baptist University, La Sierra University and Riverside City College, which among them, enroll more than 50,000 students, providing Riverside with a stimulating and intellectually engaged youth community.

Riverside is a city of architectural treasures. Walk around Downtown Riverside and you will see the famous renovated Fox Performing Arts Center, where the movie "Gone with the Wind" premiered, and the Mission Inn Hotel & Spa that has hosted many United States presidents, and sparkles during the holidays with its Festival of Lights.

Riverside is the cultural hub of Inland Southern California and is known as the City of Arts & Innovation. While music enthusiasts can enjoy evenings at the

Riverside County Philharmonic, art lovers have many interesting options such as UCR's Sweeney Art Gallery and California Museum of Photography, the Riverside Art Museum or the Riverside Metropolitan Museum.

Riverside is a city of parks. Just stroll through the 200-acre Fairmont Park, and you will understand why we take such great pride in our parks.

Riverside is a city of fine dining and shopping. The city's Galleria at Tyler and Riverside Plaza boast of some of the finest names in the restaurant and shopping world, as well as an extensive offering of ethnic cuisines, ranging from Chinese, Mexican, Indian, Thai and Japanese.

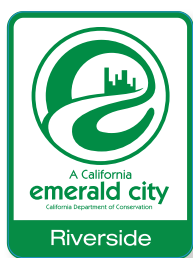
Riverside is an environmentally conscious and innovative city with vibrant solar energy generation, energy efficiency promotion and tree planting programs. Projects such as the citywide wireless network provide free Internet access throughout the city.

Finally, Riverside is an international and multicultural city. It has sister city relationships with seven cities: Sendai, Japan; Gangnam-Gu, Republic of Korea; Hyderabad, India; Jiangmen, People's Republic of China; Obuasi, Ghana; and Cuautla and Ensenada, Mexico. Of these, the 50-year relationship with Sendai is the oldest in the nation, and Obuasi is the youngest.

So read on and enjoy discovering Riverside!

Mayor Ronald O. Loveridge





2009 Sister Cities International
Innovation award for Arts & Culture

2008 Sister Cities International
Award for Best Overall Program



RECENT INTERNATIONAL, NATIONAL, STATE and REGIONAL AWARDS RECEIVED BY THE CITY OF RIVERSIDE:

INTERNATIONAL/NATIONAL

Intelligent Community Forum

- One of 21 cities worldwide to receive the Smart21 Community Award for technology infrastructure

Partners for Livable Communities

- Named as one of the nation's top 13 "most livable communities"

Relocate America

- Named as one of the nation's Top 100 places to live

America's Promise Alliance

- Named one of the nation's 100 best communities for young people

Center for Digital Government

- Best of Web, City Portal Category (second in nation)
- Most innovative, user-friendly state and local government portal
- Digital Cities Survey, (fourth in nation for Cities 250,000 or more)
- Excellence in digital connection between local government and constituents

STATE

California Department of Conservation

- California's First Emerald City

California Association for Local Economic Development

- Award of Merit for top Economic Development Program

Center for Digital Government

- Best of California's Most Innovative Use of Technology Award for SmartRiverside Digital Inclusion Program
- Best in California's Leadership in Management of Information Technology

REGIONAL/LOCAL

Greater Riverside Chambers of Commerce

- Riverside Hero Award for the Riverside Renaissance Program

South Coast Air Quality Management District

- Clean Air Award for Innovative Transportation Projects for Five Cities Hydrogen Program

Riverside

today and yesterday

With a vibrant population over 300,000, Riverside is the economic and cultural heart of the Inland Southern California region, and is quickly becoming one of California's most diverse and successful cities.

Riverside's historic legacy begins with its citrus heritage. After the city's incorporation in 1883, it quickly became the economic leader of Southern California's booming citrus industry. By 1885, Riverside was one of the wealthiest cities in the nation. Riverside's success in attracting national interest and investment during this period left a lasting imprint and is celebrated today in the citrus groves along Victoria Avenue and in the California Citrus State Historical Park.

Fast forward to the 21st century. Riverside continues to thrive, experiencing growth as a university community of more than 50,000 students, as an innovative community

of hi-tech and bio-tech companies, and as the Justice Center of the Inland Empire. Its ideal location 50 miles east of Los Angeles and 30 miles north east of Orange County make it an ideal place for doing international business.

Adding to Riverside's international appeal is the city's diverse population. The city is home to a variety of different cultures, with a rich Hispanic, African American, Korean, and Chinese presence. Through its diversity, Riverside lives up to its reputation as a world-class city and reasserts its role as an international hub.

The city's continued development is being secured by Riverside's Renaissance Project, a \$1.57 billion initiative, which is improving infrastructure, cleaning up the environment, and making sure that the Riverside of tomorrow lives up to its rich, historic past.



RIVERSIDE'S FOUNDER

Riverside was founded by American statesman John W. North in the 1870's. North worked under President Abraham Lincoln as the official surveyor of Nevada. After leaving Nevada, North founded Riverside on the banks of the Santa Ana River.



THE RAINCROSS

Riverside's official symbol, which is prevalent throughout the city, was first created for the historic Mission Inn, a national historic landmark hotel, by Frank Miller. The Raincross design draws from Native American symbols, as well as new California Missions founder Father Junipero Serra's mass bell.

CITRUS HERITAGE

Riverside owes its citrus heritage to one woman Eliza Tibbets, who planted the first navel orange trees here in 1873. While the navel orange first got its start in Riverside, it would go on to become one of the most profitable fruits in the US. The parent trees Tibbets planted are preserved even today as a tribute to Riverside's citrus heritage.

University

Community

ACADEMIC OPPORTUNITY

Riverside is proud to be one of California's most prominent academic centers, with several institutions of higher learning including the University of California, Riverside, La Sierra University, California Baptist University and Riverside City College. These institutions enrich the community by providing educational opportunities to all of the region's residents. They also guarantee the city's future prosperity by creating a talented workforce equipped with 21st century skills.

Riverside's educational institutions attract international attention, with students from across the globe coming to the city to engage themselves academically and culturally.



California Baptist University

Over **50,000** students

Leading research in agriculture and the sciences

Committed and **engaged** students

Growing and highly qualified local workforce



University of California, Riverside



UNIVERSITY OF CALIFORNIA, RIVERSIDE

University of California, Riverside (UCR) is one of 10 campuses in the University of California system and is the only public research university in Inland Southern California. Since opening in 1954, UCR has made its mark nationally and internationally. UCR offers Bachelor degree programs in 78 majors, 50 Master's degree programs, 38 Ph.D. programs and 17 state teaching credentials. UCR's Citrus Experiment Station, established in 1907, was pivotal in refining the use of biological controls in agriculture as well as developing more than 40 new citrus varieties. The university devotes much of its research and finances to its agriculture and also conducts ground breaking research and scholarship in nanoscience, geophysics, environmental research and the humanities.

CALIFORNIA BAPTIST UNIVERSITY

Since its founding in 1950, California Baptist University (CBU) has set the standard for educational excellence. Today, CBU offers more than 90 undergraduate majors and concentrations as well as 20 graduate degree and credential programs. It continues to expand its undergraduate and graduate degree offerings, most recently in nursing and engineering, to meet the growing demands of the region. The high faculty to student ratio allows CBU to structure a student centered curriculum.

LA SIERRA UNIVERSITY

La Sierra University (LSU) is part of the Seventh-Day Adventist system of higher education. The university offers graduate and undergraduate curricula in liberal arts and applied sciences, business management, religion and programs for professional education in fulfillment of requirements for teaching credentials. A unique Service Learning program affirms the university's 84-year commitment to values-based education. To Seek, To Know, and To Serve is the key to the mission that drives LSU. The university's Students in Free Enterprise (SIFE) team recently won the SIFE World Cup competition in New York City.



La Sierra University

RIVERSIDE CITY COLLEGE

Riverside City College (RCC) is the seventh oldest community college in California. Known for its top-rated nursing, physician assistant, and education/teacher preparation programs, RCC offers more than 100 different degree and certificate programs. RCC is also home to Gateway College, Middle College/Early College and Workforce Preparation programs. Open Campus (online education), Community Education, and other unique initiatives provide learning opportunities for students ages 16 to 65+.



Riverside City College



Riverside Metropolitan Museum

LOOK...LISTEN...ASPIRE

As the metropolitan center of Inland Southern California, Riverside offers a variety of unique arts and cultural attractions.

The Sweeney Art Gallery provides the community with contemporary and modern art, and includes the work of renowned artists such as Roy Lichtenstein and Alexander Calder.

The California Museum of Photography in downtown Riverside, likewise provides a wonderful outlet for the visual arts, and plays a progressive role in redefining and evolving contemporary art.



Riverside County Philharmonic

The Riverside Art Museum showcases works at its historic location in downtown Riverside — the building was designed by renowned architect Julia Morgan, designer of the famous Hearst Castle on California's Central Coast. And the Riverside Metropolitan Museum exhibits natural and cultural history relevant to our community and to our sister cities around the world.

The Riverside County Philharmonic is considered to be one of the premier orchestras in Southern California. The 72-member orchestra performs classical, modern, and contemporary arrangements.

The city is proactive in providing opportunities and benefits to aspiring artists. Organizations such as the Riverside Arts Council offer arts

residencies in schools and manage financial grants to the Riverside art world.

The future will see an even more prominent role for the arts in Riverside, as the recently renovated Fox Performing Arts Center becomes one of the premier performing arts venues in Southern California.



Arts

Community



FOX PERFORMING ARTS CENTER

When the Fox Theater opened in 1929, it was a world-class venue for entertainment. The Spanish-style theater has welcomed such artists as Judy Garland and Bing Crosby, and was also the site of the first public debut of the cinematic masterpiece *Gone with the Wind* in 1939. With a new era of Riverside Renaissance, one of Riverside's most valued landmarks has been restored to its dazzling glory and adds yet another rich cultural aspect to the City of Riverside.

Riverside has many art venues, which include the Riverside Art Museum where people of all ages can enjoy a moment with art. The citrus art (far right) commemorates the 50th anniversary of Riverside's Sister City relationship with Sendai, Japan.



Festivals and Celebrations



British actor Michael York talks with guests at the Riverside International Film Festival where he received the Lifetime Achievement Award.



Cinco de Mayo Dancers

Experience Riverside's Festivals and Celebrations



*The Festival of Lights
at the Mission Inn*



*Japanese dancers at the 50th Anniversary Celebration of the sister city
relationship between Sendai (Japan) and Riverside*



An afternoon at the Dickens Festival



Gentlemen enjoy a moment at Festa Italiana

THINGS TO DO AND SEE

Every year, Riverside residents celebrate a number of festivals. The Riverside International Film Festival, which occurs every spring, promotes Riverside's role as an international city and showcases films from India, South Korea, Japan, Europe and Mexico.

Riverside's most notable festival is the annual Festival of Lights, a holiday celebration which takes place at the beautiful Mission Inn Hotel & Spa in downtown Riverside. More than three million twinkling lights and over four-hundred figures adorn the early 20th century, Spanish-style structure. The festival begins the day after Thanksgiving and continues for the entire Holiday season, drawing more than 250,000 visitors to the downtown.

And the annual Riverside Dickens Festival, which highlights the life and times of the literary master, is held in Riverside's historic downtown. The Festival is a winter celebration including street performers, dramatic and musical performances, pageants, and symposiums.



Peace Tower at Mount Rubidoux

MOUNT RUBIDOUX

Mount Rubidoux provides trails for hikers, rock climbers and outdoor enthusiasts, and is an ideal vantage point overlooking Riverside's cityscape. The trail is dotted with historical plaques and commemorations celebrating Riverside's rich history.

Initially purchased by Mission Inn owner Frank Miller as an enticement for the hotel's guests, Mount Rubidoux has since gained fame for its notable Easter Sunday Sunrise service.



PARKS AND RECREATION

Riverside offers numerous options for recreation and activity. Community centers throughout the city provide sporting and recreational activities for kids, families and residents. The Gage Canal is a historic reminder of our citrus past.

Riverside takes pride in its expansive and numerous parks. Fairmont Park, the oldest in the city, spans over 200 acres and contains two lakes.

THE MISSION INN HOTEL & SPA

Riverside's Mission Inn Hotel & Spa remains one of the defining points of the city. With its four restaurants and 239 rooms, the hotel has welcomed 10 presidents in its more than 100-year history, and is a national historic landmark.

The hotel was first established by Christopher Columbus Miller in 1876, and building was continued and supervised by his son, Frank Miller, who worked on the structure until his death in 1935.

Stylistically, the Mission Inn reflects many different architectural periods, with Spanish, Mediterranean and Tuscan themes. Within the hotel's grounds and interior rest a number of historical artifacts and collections from Frank Miller's travels—including a bell dating back to 1274.

Since its restoration in 1992, the Mission Inn Hotel & Spa has blossomed into a premier resort destination with upscale restaurants, banquet and meeting facilities.

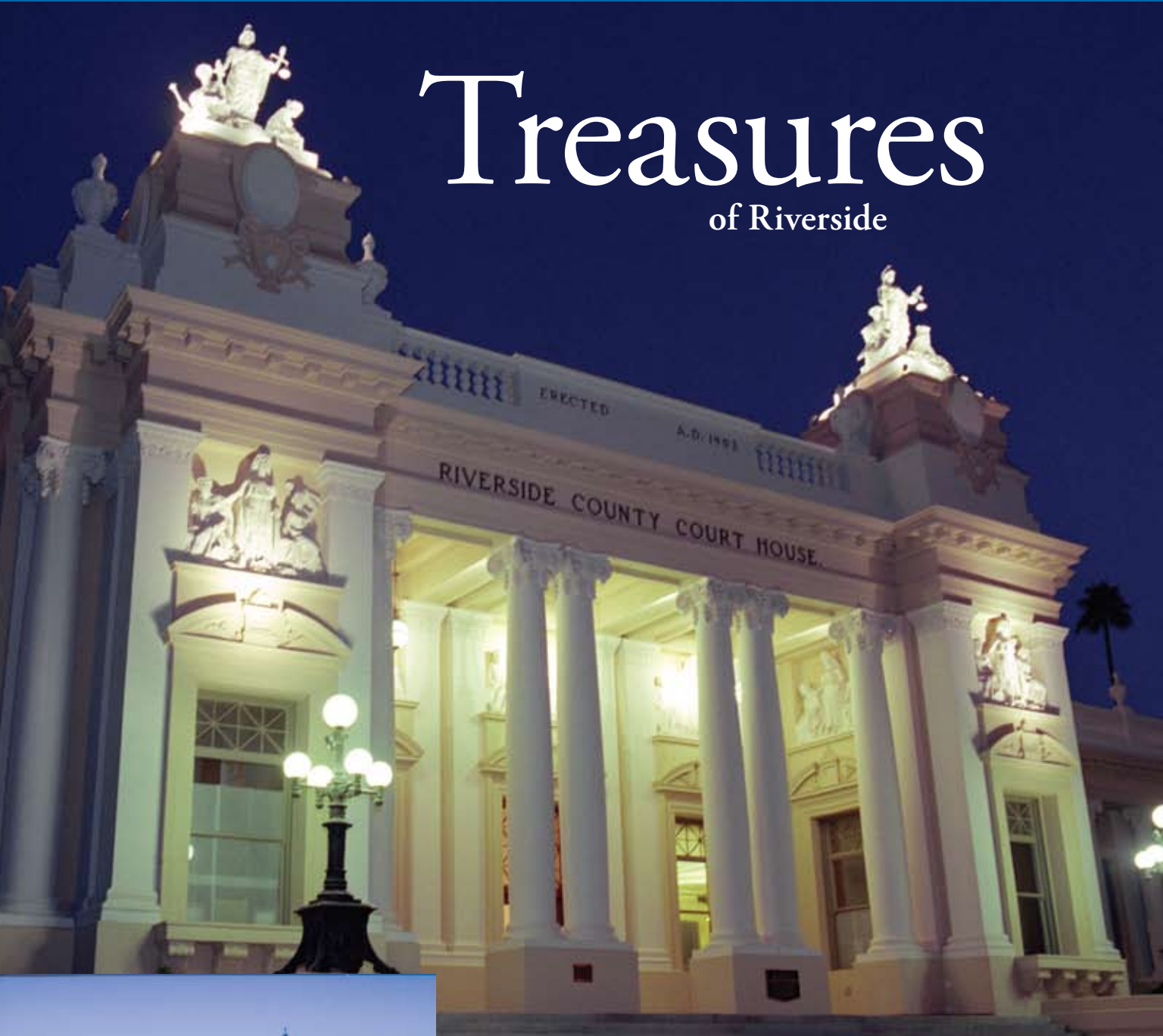
The Mission Inn Hotel & Spa



Riverside County Court House — Designed in the classical style after the Grand and Petit Palais of Paris, France, the city's historic downtown courthouse creates a beautiful centerpiece in Riverside County's legal landscape.



Treasures of Riverside



Riverside's historic sights & beautiful parks make it a wonderful place to live and enjoy the outdoors.



The Universalist Unitarian Church of Riverside, which was built in 1891, is known for its Norman and Gothic Architecture, and is yet another architectural treasure in Riverside's historic downtown

International Community

Riverside's many sister cities represent the city's commitment to fostering international relationships and developing a diverse community.

These relationships provide a cultural dialog that often expands economic development and educational exchanges.

There are several active organizations within Riverside that help to make our international relationships successful. Among them are the International Relations Council, National Council for International Visitors, World Affairs Council, Greater Riverside Chambers of Commerce and Riverside's higher education institutions.



Dr. Martin Luther King, Jr.



Mahatma Gandhi



Dosan Ahn Chang-Ho, founder of the Friendship Society, and the Mutual Assistance Society

THE INTERNATIONAL RELATIONS COUNCIL OF RIVERSIDE

Riverside's community and business leaders take leadership roles in maintaining and promoting Riverside's international relationships. The International Relations Council consists of such leaders who coordinate events and relations between our sister cities. The IRC has sent runners to participate in Sendai's half-marathon, and holds receptions for international students at Riverside's various college campuses.



Chinese Pavilion



Hyderabad, India



Sendai, Japan



The Grier Pavilion at City Hall is a commemoration of Riverside's diverse history.

Riverside's Sister Cities

SENDAI, JAPAN — Riverside's first relationship was established over 50 years ago with this Japanese city of trees. Sendai is a large and prosperous city of over 1 million, located about 200 miles north of Tokyo.

CUAUTLA, MEXICO — A smaller city of 145,000 with an abundance of hot springs and resorts, Cuautla is a tourist destination in the Mexican state of Morelos. Riverside's relationship with the city was established in 1968.

ENSENADA, MEXICO — This port city of 460,000 in Baja, Mexico is an important fishing and commercial port, as well as a popular tourist destination. Riverside's relationship with the city was established in 1976 and features public safety exchanges.

JIANGMEN, PEOPLE'S REPUBLIC of CHINA — A city of 3.8 million in the Pearl River region of South China, Jiangmen is a city of industry and manufacturing. Riverside's relationship with the city began in 1997. Currently, the city is exploring increasing trade relations with Jiangman, and frequently meets with Jiangmen city officials to realize this goal.

GANGNAM-GU, REPUBLIC of KOREA — A district of greater Seoul, Gangnam-Gu is known for its wealth and prosperity. Since the program's inception, Riverside has enjoyed performances from Gangnam-Gu's symphony orchestra, overseen exchanges in information technology, and in 2001, the University of California, Riverside, established an International Education Center at Gangnam-Gu. Over 550,000 people live in the district.

HYDERABAD, INDIA — This Indian city of high-tech industry and development began relations with Riverside in 2000. It is one of the most highly developed cities in India, and historically is known for its religious tolerance and peace. It is also one of the most populous cities in India, boasting a total population of over 7.15 million.

OBUASI, GHANA — Home to one of the richest gold mines in the world, and known for its sustainable and green policies, Obuasi became Riverside's seventh and newest sister city on September 13, 2008.



*Gangnam-Gu,
Republic of Korea*



Galleria at Tyler Food Court



*California Pizza Kitchen
at Riverside Plaza*

ECONOMICS

As Southern California's third largest suburban retail center, Riverside is a magnet for high-end retail. Such success is attributable to the new national retail and restaurant chain additions to the Riverside Plaza, Canyon Crossings and the Galleria at Tyler. The downtown offers a number of fine dining options, many of which specialize in international cuisine, and unique shopping.

International Cuisine

PUNJAB PALACE

Punjab Palace offers an extensive menu of Indian dishes, and distinguishes itself as one of the most popular restaurants in the Inland Empire.

OOKA

Located in the bustling Riverside Plaza, Ooka offers a range of Japanese cuisine, including a Sushi Bar and Hibachi Cooking.

LAS CAMPANAS

Set amidst the outdoor gardens of the beautiful Mission Inn, Las Campanas is a gourmet restaurant specializing in Mexican cuisine.

GERARD'S

This quaint and romantic restaurant offers French classics and rich sauces to provide a fine dining experience.



Ooka at the Plaza



Las Campanas at the Mission Inn

Retail

Entertainment and Dining



Strong retail market in the United States

Abundance of entertainment options

International cuisine & fine dining

Green Community



Photovoltaic solar panels lining the roof of this parking lot are one of many initiatives Riverside is undertaking to improve its sustainability.



Riverside's grease to gas program facility saves the city money and environmental costs.



Protecting our environment is not only socially responsible, but also a demonstration of smart government. As California's first city to be awarded the coveted "Emerald City" designation, Riverside is taking steps towards sustainability with initiatives that include the city's goal to meet 20% of its energy demands using renewable sources by 2010.

The City of Riverside is the first city in the state to offer incentives to builders that meet the strong, measurable requirements of the California Green Builder Program. In the most rapidly growing region of the state, Riverside is leading the way by planning for our future and creating programs that conserve natural resources and preserve the quality of life for our residents.

In addition, the city is empowering individual residents to improve the environment through financial incentives and educational initiatives such as the Community Energy Efficiency Program, which offers incentives in energy-saving home design methods. Riverside is moving in the right direction to improve today's environment and continue the prosperity of the present for future generations.



Riverside Public Utilities — Leadership in Energy and Environmental Design (LEED) building



Hydrogen refilling station

CLEAN AIR FUEL FLEET

- Currently 55% of city vehicles use alternative fuels

GORIVERSIDE BUS TRANSIT PROGRAM

RIDESHARE PROGRAMS

CHAMPION IN URBAN FORESTRY

- Currently generate 15% of power using renewable sources



TECHNOLOGICAL DEVELOPMENT

Riverside understands the important role technology plays in successful cities of the future. The city created SmartRiverside, an organization to oversee Riverside's technological development. Programs such as CEO Forum and Tritech help connect high technology entrepreneurs with area resources and business development opportunities.

The SmartRiverside Wireless Network Service provides free wireless Internet access to much of Riverside. Programs such as Digital Inclusion allow the city to extend computer-ownership to all of its residents, especially to lower-income households with children.

Through local universities, Riverside is also home to cutting-edge technological research in fields such as nanotechnology, which is contributing greatly to future development of medical devices, manufacturing, and space exploration.



SMART

Riverside



Riverside laboratory



On the Road and in the air

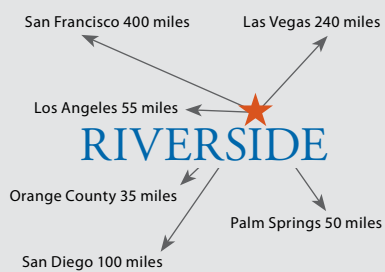


Metrolink Station in Downtown Riverside





OTHER MAJOR CITIES



AIRPORTS

- Ontario International (ONT) – 17 miles
- John Wayne (SNA) – 41 miles
- Long Beach (LGB) – 56 miles
- Palm Springs International (PSP) – 57 miles
- Burbank (BUR) – 67 miles
- Los Angeles International (LAX) – 68 miles
- San Diego International (SAN) – 102 miles

COMMUTING AGENCIES AROUND SOUTHERN CALIFORNIA

- Amtrak
- Commute Smart
- Metrolink
- OCTA – Orange County Express Bus Service
- Park-N-Ride Lots
- Riverside Transit Agency





CITY OF RIVERSIDE

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